

# Our Secret Sauce: The Big Five

■ SEAN MCNEELEY, MD

Every successful organization has a way to focus on its mission. Over the last 5 years, your UCA Board of Directors and staff have been working to assure the organization and our members are able to face the challenges of an evolving medical system and maturing industry. We have reinvigorated the College of Urgent Care Medicine (CUCM) and the Urgent Care Foundation (UCF) and retooled UCA for the future. We have a comprehensive strategic plan, mission, vision statement, and values. Most of this is on the new website. What is not there is the “secret sauce.” First described by our past president, Steve Sellars, the Big Five are a great way to look at our success as an organization. Today, I am sharing them with you along with recent accomplishments in each category:

## Membership

Our biggest advancement last year was implementation of new membership software that will allow us to serve you better. Special thanks to Jami Kral and the rest of the UCA team for accomplishing this huge feat. With this, we have expanded our membership and made it possible to add a CUCM membership to a group membership for just \$95. We added to the number of votes for newer membership levels, and an assortment of new member benefits that are too numerous to mention here but can be found at [www.ucaoa.org](http://www.ucaoa.org).

## Education

We now host one all-encompassing, annual convention and expo. It was a difficult choice to sunset the fall conference, but we knew we could provide you with the best product ever if we focused on just one event per year. We have partnered with Hippo Education through CUCM to provide an urgent care bootcamp to help clinicians prepare for whatever comes through the door. The Certified Urgent Care Management Professional designation will keep our management teams on the cutting edge. The Urgent Caring Newsletter hit year three and will

expand significantly in coming months.

## Advocacy

As we have grown and matured, many outsiders have begun to pay more attention to our industry. UCA has been there for you when lawmakers debated legislation that could hinder our ability to provide patients the care and access they need. We partnered with great organizations such as the North East Regional Urgent Care Association in these matters. We have even started a PAC to make sure we are there for our patients now and into the future.

UCA, CUCM, and UCF have taken a stand on antibiotic stewardship and are actively working with the CDC and the Antibiotic Resistance Action Center at George Washington University to safeguard these important medications for when we need them.

Our Accreditation process is growing and provides a way for organizations to show their focus on quality and safety to outsiders such as insurance companies, regulators, and government officials. We don't require it but others do so we have provided a process with a strong urgent care emphasis.

## Relationships

We have been seeking to partner with those who can help you, our members. Vendors, other organizations, and government agencies are just the beginning of those we have been working with. We also are constantly working to strengthen our relationship with you, our members.

## Communication

Communication with our members, patients, insurers, other organizations, and governmental agencies is essential in assuring that our industry and its importance to our patients is understood, and that it continues to be a high-quality, low-cost, and convenient option for all those in need of urgent care.

By the time you read this, my time as UCA Board President will be over. I now move into the past president position and wish Dr. Richard Park all the best as I pass him the baton. Although this article is not about me, I want to thank those who made this year go smoothly including my fellow board members, the UCA staff, and particularly our CEO, Laurel Stoimenoff. ■



**Sean McNeeley, MD** is Network Medical Director, University Hospitals Urgent Care and outgoing President of the Urgent Care Association.